IN THE CLAIMS

This listing of claims replaces all prior versions of the claims for this application.

1 - 33 (canceled without prejudice)

34. (currently amended) A computer readable medium having sequences of instructions <u>tangibly</u> stored therein, which when executed cause <u>a</u> ~~the~~ processor in a computer to perform a <u>plurality</u> <u>of</u> data preparation <u>steps</u> ~~method~~, comprising: integrating data from a plurality of systems using <u>an</u> xml <u>metadata standard</u> and a common schema as required to transform said data into an integrated database and output said database
  where said data is representative of a physical object.

35. (currently amended) The computer readable medium of claim 34<u>,</u> wher<u>e</u>in the physical object comprises an organization and the common schema includes an organization designation.

36. (currently amended) The computer readable medium of claim 35<u>,</u> wherein the designated organization is a single product, a group of products, a division, a company, a multi-company corporation or a value chain.

37. (currently amended) The computer readable medium of claim 34<u>,</u> wher<u>e</u>in the common schema is statistically valid and includes a data structure.

38. (currently amended) The computer readable medium of claim 37<u>,</u> wher<u>e</u>in the data structure is a hierarchy.

39. (currently amended) The computer readable medium of claim 34<u>,</u> wher<u>e</u>in the common schema includes a data dictionary.

40. (currently amended) The computer readable medium of claim 39<u>,</u> wher<u>e</u>in the data dictionary defines <u>one or more</u> standard data attributes <u>selected</u> from the group consisting of account numbers, components of value, currencies, elements of value, units of measure and time periods.

41. (currently amended) The computer readable medium of claim 34, wherein the data are obtained from a plurality of systems selected from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems and combinations thereof.

42. (currently amended) The computer readable medium of claim 34, wherein at least a portion of the data are from the an Internet or an external database.

43. (currently amended) The computer readable medium of claim 34, wherein the data preparation method further comprises converting data to match a the common schema and storing the converted data in a central database.

44. (currently amended) A computer implemented data preparation method, comprising:
   using a computer to complete the steps of:
      integrating data representative of a physical object or substance from a plurality of systems using an xml metadata standard and a common schema as required to transform said data into an integrated database that stores data in accordance with said schema and output said database.

45. (currently amended) The method of claim 44, wherein the physical object or substance comprises an organization and the common schema includes an organization designation and data structure.

46. (currently amended) The method of claim 45, wherein the designated organization is a single product, a group of products, a division, a company, a multi-company corporation or a value chain.

47. (currently amended) The method of claim 44, wherein the common schema includes a data dictionary.

48. (currently amended) The method of claim 47, wherein the data dictionary defines one or more standard data attributes selected from the group consisting of account numbers, components of value, currencies, elements of value, units of measure and time periods.

49. (currently amended) The method of claim 44, wherein the data are obtained from a plurality of systems selected from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems and purchasing systems.

50. (currently amended) The method of claim 44, wherein at least a portion of the data are from the an Internet or one or more external databases.

51. (currently amended) The method of claim 44, wherein the data preparation method further comprises converting and storing data in accordance with a common schema.

52. (currently amended) A computer readable medium having sequences of instructions tangibly stored therein, which when executed cause the processors in a plurality of computers connected via a network to perform the steps data preparation method of claim 44.

53 – 61 (cancelled without prejudice)

62. (currently amended) A computer readable medium having sequences of instructions tangibly stored therein, which when executed cause the one or more processors in a plurality of computers that have been connected via a network to perform an organization management steps method, comprising:

   transforming data representative of an organization from a plurality of systems into an integrated database that stores data in accordance with an xml metadata standard and a common schema, and

   using at least a portion of said data to create and output one or more tools for organization management

where the one or more tools for organization management further comprise a system for automated trading of an organization equity security based on a calculated market sentiment value and one or more tools selected from the group consisting of analytical models, category of value models, component of value models, market value models, network models, optimization models, simulation models, value chain models, management reports, lists of changes that will optimize one or more aspects of an organization financial performance and combinations thereof.

63. (currently amended) The computer readable medium of claim 62, wherein the one or more tools are made available for review using an electronic display, a paper document or combinations thereof.

64. (currently amended) The computer readable medium of claim 62, wherein the data are obtained from a plurality of systems selected from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, estimating systems, intellectual property management systems, process management systems, supply chain management systems, vendor management systems, operation management systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), quality control systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems, web site systems, the Internet, external databases, user input and combinations thereof.

65 – 67 (cancelled without prejudice).

68. (currently amended) The computer readable medium of claim 62, wherein the common schema defines one or more common attributes selected from the group consisting of data structure, organization designation, data dictionary and combinations thereof.

69. (currently amended) The computer readable medium of claim 68, wherein the data dictionary defines one or more standard data attributes selected from the group consisting of account numbers, components of value, currencies, elements of value, organization designations, time periods and units of measure.

70. (currently amended) The computer readable medium of claim 68, wherein the data structure is a hierarchy.

71 - 89. (cancelled without prejudice)

90. (currently amended) The computer readable medium of claim 62, wherein the one or more aspects of the organization financial performance are selected from the group consisting of organization revenue, organization expense, organization capital change, organization current operation value, organization real option value, organization market sentiment value, organization market value and combinations thereof.

91. (currently amended) The computer readable medium of claim 62, wherein the identified changes are selected from the group consisting of changes to: alliance value drivers, brand value drivers, channel value drivers, customer value drivers, customer relationship value drivers, employee value drivers, equipment value drivers, intellectual property value drivers, partnership value drivers, process value drivers, production equipment value drivers, vendor value drivers, vendor relationship value drivers, organization equity and combinations thereof.

92 – 133 (cancelled without prejudice)

134. (currently amended) The computer readable medium of claim 62 that learns a the relative importance of the different one or more elements of value, one or more categories of value and one or more enterprises in determining the organization financial performance as required to support the development of the one or more tools for organization management.

135. (currently amended) A data preparation system, comprising:
  a computer with a processor having circuitry to execute instructions; a storage device available
  to said processor with sequences of instructions stored therein, which when executed cause
  the processor to:
    integrate a plurality of data representative of an organization that physically exists from a
    plurality of organization related systems and an Internet using an xml metadata standard and
    a common schema as required to transform said data into an integrated database that stores
    data in accordance with said schema and output said database.

136. (currently amended) The system of claim 135, wherein storing said data in ~~an~~ the integrated database for use in processing further comprises using a metadata mapping to convert and store data in accordance with a common schema using one or more schema defined categories.

137. (currently amended) The system of claim 135, wherein a the common schema ~~includes~~ comprises one or more attributes selected from the group consisting of organization designation, data structure, metadata standard, data dictionary and combinations thereof.

138. (currently amended) The system of claim 137, wherein ~~an~~ the organization designation further comprises a single product, a group of products, a division, a company, a multi-company corporation or a value chain.

139. (currently amended) The system of claim 137, wherein a the common schema further comprises a data dictionary where the data dictionary defines one or more standard data attributes selected from the group consisting of account numbers, components of value, currencies, elements of value, units of measure, time periods and combinations thereof.

140. (currently amended) The system of claim 135, wherein a the plurality of organization related systems are database management systems for systems selected from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems and combinations thereof.

141. (currently amended) A program storage device readable by a machine, tangibly embodying a program of instructions executable by the machine to perform the ~~method~~ steps in a data management ~~processing method~~, comprising:
   use a metadata mapping to integrate a plurality of data representative of a physical object or substance from a plurality of systems in accordance with an xml metadata standard and a

common schema to transform said data into an integrated database that stores data in accordance with said schema and output said database

where the metadata mapping is stored in ~~guided by~~ a metadata mapping table.

142. (currently amended) The program storage device of claim 141, wherein at least some of the data are pre-specified for integration.

143. (previously presented) The program storage device of claim 141, wherein the schema is statistically valid.

144. (currently amended) The program storage device of claim 141, wherein a set of integration and conversion rules are established using a metadata and conversion rules window and saved in a the metadata mapping table.

145. (currently amended) A ~~computer implemented~~ data method, comprising:
    using a computer to complete the steps of:
    using a metadata mapping to integrate a plurality of data representative of an enterprise from a plurality of enterprise related systems in accordance with an xml metadata standard and a common schema as required to transform said data into an integrated database that stores data using one or more schema defined categories in accordance with said schema and output said database

    where the metadata mapping is stored in ~~guided by~~ a metadata mapping table.

146. (currently amended) The method of claim 145, wherein a the plurality of systems are selected from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), scheduling systems, supply chain systems, quality control systems, purchasing systems, risk management systems, the Internet and combinations thereof.

147. (currently amended) The method of claim 145, wherein a metadata and conversion rules window is used to establish a the metadata mapping table and a conversion rules table.

148. (currently amended) The method of claim 145, wherein a the common schema identifies data designations selected from the group consisting of components of value, sub components of value, known value drivers, elements of value, sub elements of value, non-relevant attributes and combinations thereof.

149. (currently amended) The method of claim 145, wherein a the data method further comprises storing a plurality of converted data in one or more tables to support an organization processing.

150. (currently amended) A data preparation system, comprising:

a computer with a processor having circuitry to execute instructions; a storage device available to said processor with sequences of instructions stored therein, which when executed cause the processor to:

use a metadata mapping to integrate and convert a plurality of data from a plurality of enterprise related systems in accordance with an xml metadata standard and a common schema to as required to transform said data into an integrated database and output said database

where the metadata mapping is stored in guided by a metadata mapping table, and

where a plurality of enterprise related systems are selected from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), scheduling systems, supply chain systems, quality control systems, purchasing systems and combinations thereof.

151. (currently amended) The system of claim 150, wherein at least some of the data are pre-specified for integration and conversion.

152. (currently amended) The system of claim 150, wherein a metadata and conversion rules window is used to establish a the metadata mapping table and a conversion rules table.

153. (currently amended) The system of claim 150, wherein a the common schema identifies data designations selected from the group consisting of components of value, sub components of value, known value drivers, elements of value, sub elements of value, non-relevant attributes and combinations thereof.

154. (previously presented) The system of claim 150, wherein at least a portion of the data are obtained from an Internet or an external database.

155. (currently amended) A program storage device readable by a machine, tangibly embodying a program of instructions executable by a the machine to perform the method steps in a data processing method, comprising:

    use metadata mapping to integrate a plurality of data representative of an enterprise from a plurality of enterprise related systems in accordance with an xml metadata standard and a common schema as required to transform said data into an integrated database that stores data using one or more schema defined categories in accordance with said schema and output said database

      where the metadata mapping is stored in guided by a metadata mapping table, and

      where a metadata and conversion rules window is used to establish a the metadata mapping table.

156. (currently amended) The program storage device of claim 155, wherein at least some of the data are pre-specified for integration and conversion

157. (currently amended) The program storage device of claim 155, wherein a the plurality of integrated enterprise data are stored in an application database in accordance with a common schema.

158. (currently amended) The program storage device of claim 155, wherein a the plurality of enterprise related systems are selected from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer

relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), scheduling systems, supply chain systems, quality control systems, purchasing systems, risk management systems, the Internet and combinations thereof.

159. (currently amended) A computer implemented data method, comprising
   using a computer to complete the steps of:
      using metadata mapping to integrate a plurality of data representative of an enterprise that physically exists from a plurality of enterprise related systems in accordance with xml and a common schema as required to transform said data into an integrated database that stores data in accordance with said schema and output said database
         where the metadata mapping is stored in guided by a metadata mapping table, and
         where a metadata and conversion rules window is used to establish a the metadata mapping table.

160. (currently amended) The method of claim 159, wherein a the plurality of enterprise related systems are selected from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), scheduling systems, supply chain systems, quality control systems, purchasing systems, risk management systems, the Internet and combinations thereof.

161. (currently amended) The method of claim 159, wherein a metadata and conversion rules window is used to establish a the metadata mapping table and a conversion rules table.

162. (currently amended) The method of claim 159, wherein a ~~the~~ common schema identifies data designations selected from the group consisting of components of value, sub components of value, known value drivers, elements of value, sub elements of value, non-relevant attributes and combinations thereof.

163. (currently amended) The method of claim 159, wherein a ~~the~~ data method further comprises storing a plurality of converted data in one or more tables to support organization processing.

164. (currently amended) A data preparation system, comprising:
a computer with a processor having circuitry to execute instructions; a storage device available to said processor with sequences of instructions stored therein, which when executed cause the processor to:

use <u>a</u> metadata mapping to integrate and convert a plurality of data representative of an enterprise that physically exists from a plurality of enterprise related systems in accordance with <u>an</u> xml <u>metadata standard</u> and a common schema to transform said data into an integrated database and output said database

where <u>the</u> metadata mapping is <u>stored in</u> ~~guided by~~ a metadata mapping table,

where a metadata and conversion rules window is used to establish a <u>the</u> metadata mapping table, and

where a <u>the</u> plurality of enterprise related systems are selected from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), scheduling systems, supply chain systems, quality control systems, purchasing systems and combinations thereof.

165. (currently amended) The system of claim 164, wherein at least some <u>of the</u> data are pre-specified for integration and conversion.

166. (currently amended) The system of claim 164, wherein a _the_ common schema identifies data designations selected from the group consisting of components of value, sub components of value, known value drivers, elements of value, sub elements of value, non-relevant attributes and combinations thereof.

167. (previously presented) The system of claim 164, wherein at least a portion of the data are obtained from an Internet or an external database.